

# Ethical Appeal (Ethos)






# What is an ethical appeal?

- An ethical appeal is used to establish the writer as fair, open-minded, honest, and knowledgeable about the subject matter. The writer creates a sense of him or herself as trustworthy and credible.



# How do ethical appeals help the writer?

- When used correctly, a writer using an ethical appeal is seen as...
  - well-informed about the topic.
  - confident in his or her opinion.
  - sincere and honest.
  - understanding of the reader's concerns and possible objections.
  - humane and considerate.



# What happens when ethical appeals are misused?

- When used incorrectly, a writer using an ethical appeal appears...
  - unfair and dishonest.
  - distorting or misrepresenting information (biased).
  - insulting or dismissive of other viewpoints.
  - advocating intolerant ideas.



# Bibliography

“The Three Appeals of Argument.” [online]  
January 23, 2008.

[http://www.uwc.ucf.edu/Writing%20Resources/  
Handouts/appeals.htm](http://www.uwc.ucf.edu/Writing%20Resources/Handouts/appeals.htm)